



TOY OF THE YEAR AWARDS

The 18th Annual TOY OF THE YEAR AWARDS

A Toy Association-administered event in support of the Toy Industry Foundation



TRIBUTE BOOK AD RESERVATION FORM

Artwork deadline: **Friday, January 26, 2018** | Ad reservation/payment deadline: **Monday, January 29, 2018**

The Toy of the Year (TOTY) Awards is the toy industry’s annual salute to the most innovative toys and youth entertainment products. The Tribute Book is the official program for the event and the year’s major fundraising effort of the Toy Industry Foundation (TIF). Tribute Book ads honor the accomplishments of the industry and Hall of Fame inductees, and donations support TIF’s work to bring the magic of play to children in need. All contributions are deductible to the extent allowed by the law. For information about other promotional opportunities or to purchase tickets, visit totyawards.org.

AD OPTIONS <small>Select one</small>	DONATION AMOUNT
<input type="checkbox"/> Two Page Spread (Color)19" x 9-1/2"	\$20,000
<input type="checkbox"/> Full Page Ad (Color)9-1/2" x 9-1/2"	\$13,500
<input type="checkbox"/> Full Page Ad (B&W)9-1/2" x 9-1/2"	\$7,000
<input type="checkbox"/> Half Page Ad (Color) <i>Custom (you provide) or template ad</i>9-1/2" x 4-3/4" or 4-3/4" x 9-1/2"	\$5,500
<input type="checkbox"/> Half Page Ad (B&W) <i>Custom (you provide) or template ad</i>9-1/2" x 4-3/4" or 4-3/4" x 9-1/2"	\$4,500
<input type="checkbox"/> Quarter Page Ad (B&W)4-3/4" x 4-3/4"	\$2,500
<input type="checkbox"/> Business Card Ad (B&W)4-1/8" x 2"	\$1,000
<input type="checkbox"/> Friend Listing (Typography only)Up to three lines/120 characters total	\$800

ADDITIONAL CORPORATE GIFT

My company would like to make an additional corporate contribution: \$_____

The Toy Industry Foundation appreciates the generous support of our corporate patrons. Thank you for making play possible for children in need!

AD RESERVATION INFORMATION

Company: _____ Contact name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Country: _____

Phone: _____ Fax: _____ Email: _____

Company name as you wish it to be listed: _____

(over for payment information)

PAYMENT INFORMATION

Check enclosed. Please make check payable to Toy Industry Foundation.

Please charge my: Visa Mastercard American Express

Card #: _____

Exp. Date: _____ 3 or 4 digit Security Code: _____

Name as it appears on the card: _____

Signature: _____

Invoice me. Please provide billing information if different than Reservation Information. (above). *All payments due by January 22, 2015.*

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Please return completed form and payment by Monday, January 29, 2018 to:
Toy Industry Foundation, 1375 Broadway, Suite 1001, New York, NY 10018
Email artwork to Elizabeth Max: emax@toyindustryfoundation.org
For additional information, please contact Elizabeth Max at 646.520.4851

To view last year's Tribute Book, [click here!](#)

THANK YOU FOR SUPPORTING THE TOY INDUSTRY FOUNDATION!



www.toyindustryfoundation.org

The Toy Industry Foundation is a publicly-supported tax exempt organization under section 501(c)(3) of the Internal Revenue Code. Tax ID# 13-6161457.